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Sacramento order number. Each order in this list is clickable for line-item detail. This list will also contain worksheets, and completed and in-process orders. Each user will be able to readily identify open orders, back orders, partial orders, and the status of configured orders (as well a worksheets in process). Any open orders will show the estimated ship date. We have selected a thirty-day history but will entertain requests by customers and/or DGS to modify this displayed history to sixty or ninety days, or longer.

Section VI, F1, 2d
Order Tracking

Dollar totals by month, quarter, or year may also be requested, including product or product category totals (quantity or dollars). These totals will be implemented based on further customer definition for Agency Specific Catalog customers.

As a part of the initial log-on the user will be asked for "Profile" information. This includes selecting a user name and password. Also, they will be requested to enter the ship-to and bill to information for all customers supported by them. If a person is responsible for multiple ship-to addresses, they will be asked to enter those ship-to addresses. Also work flow preferences for each user will be entered (optional). The user will also be requested to enter additional profile information that will be required for this processing (e-mail address, etc.) Exhibit 19.

Price Quote Tracking (worksheets)

new service

We recognize that preparing an order on-line may be a lengthy process. We are not approaching this as though it is only an order entry system where all the work and research has been completed. If provided with a superior method of preparing the order (worksheet), we are certain that those purchasing personnel and others, will use this system to it's fullest potential, thereby saving time and resources.

Also, if while preparing the quote (worksheet) an interruption occurs requiring the preparer to log off the system, that in-process worksheet (quote) will be saved for that user and will appear with the next log-on as an unfinished quote. This will allow the user to pick up exactly where they left off.

All users may have one or more price quotes (worksheets) saved in the system. Following log-in, or at anytime during that session, the user can make any of the saved price quotes "active" and perform any and all functions on that price quote. Any price quote will be able to be deleted by the user.

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Each price quote that is saved in the system will have a name (alias), assigned by the user (optional), and a number, assigned by the system, as well as a last modified date and status: The user assigned name may be necessary for the user to easily find any price quote in process, especially if that user is responsible for multiple ship-to accounts. This alias will remain with that worksheet/order as long as it remains in the system. Exhibit 23.

Order Technical Review

**Section VI, D1, 6e
Technical Consultants**

Through preferences set by the user in their profile, each price quote can be e-mailed to a technical review person for approval. For that matter, it can be e-mailed to any other person for approval of any kind (budget). The status of that price quote, and its progress through the user-defined process will be reflected in the status column. Details of each workflow step are also available so each user will know exactly where the price quote is, and how long it has been at that step of the procedure. Exhibit 22.

Form 65 Preparation (or Purchase Order)

**Section VI, F1, 3
Electronic Catalog**

When the worksheet is completed and ready to become an order in process, the preparer will have several choices as to its disposition. To show that we are prepared to fully integrate this system with any method the State of California selects for a fully on-line system, one of those choices is preparation of the Form 65. This form can now be printed (and saved for later processing), or it can be e-mailed for technical review or as an acknowledgement to the requesting department. We understand this is not really representative of the current procedure used by the state with the Form 65, but we are offering it to demonstrate our capabilities to integrate with whatever e-commerce platform the state may select for implementation. The ability to produce this form may also prove convenient for users who may be required to enter this order into another computer system.

As this system will serve other governmental agencies (counties, cities, schools, etc.), we are also offering the ability to prepare and distribute, from a finished worksheet, a purchase order customized to that agency (their form), or a general purchase order form. All data elements collected, as a result of a completed worksheet, can be downloaded (or transmitted) to a user system that may be established for total e-commerce (Cal-Buy). Exhibit 25.



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Product Comparisons

Section VI, G1

Network/Single User Services

One of the many convenient features of the quoting system is the ability to do product comparisons. This will allow users to ultimately select the system representing the best value.

The Product Comparison pages of the State Store web site can be accessed from the results of any search or by establishing the comparison parameters, accessed from the Home Page. Exhibit 24.

The user will be able to select basic criteria (parameters) to be used for comparison of products from any category. For example: laptop, notebook, desktop, server, etc., speed (MHz), manufacturer(s),

We believe this will be a valuable tool in many ways. It allows newer users with limited knowledge to make an informed buying decision that is easily justifiable. Further, it allow in agencies with manufacturer purchasing standards to find the best product while remaining compliant.

Product Inventory/Constrained Products

Section VI, F1, 1b

Electronic Catalog

Each time a part number is displayed (from search results, comparisons, configuration, etc.) the inventory amount (updated on a real-time basis) will be shown. This number represents the actual amount of that part number in stock. If the product (part number) is constrained or under allocation, "yes" will be shown in the constrained column. This designation will remain until the product is no longer under allocation. At that time, a "no" will be shown in that column. Exhibit 15.

Expanded Product Descriptions

Section VI, F1, 1b

Electronic Catalog

Each part number as a result of a search will contain a standard two-line description. Each description shown in color means that expanded data is available. Clicking on this description will provide all of the data elements for that actual part number, formatted and titled. This format offered is based on information received from a great many customers and test personnel. Any item of information is easy to find and grouping of information is logical.

Section VI, F1, 1b

Electronic Catalog



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This Expanded Description display represents our best effort to supply **ALL** information that is made available by our distributors. As this information is supplied by the manufacturers to the distributors, we are dependent on them to be timely and accurate. We have provided a representative sample in Exhibit 9.

Return Information

Section VI, N1, 1-2
Return Rights

This area of the website will provide the customers with information regarding products to be returned. The easiest method for the customer to handle the return will be discussed. Any potential costs will also be shown (based on the DGS approved Restocking Table).

Warranty Information

Section VI, H1, a-d
Warranty

We have included a page in the on-line catalog titled Warranty Services. On this page are instructions to customers regarding use of warranty services. Also included are the pertinent contract requirements, numbers to call for this service, and expectations on time frames, callbacks, and dispatching. Further, we offer the customers a number to call if any of our warranty personnel are non-responsive.

Additional information regarding our proposed Warranty plan is contained in our Section Four Response, 14.

New Product Information

Section VI, 2nd Paragraph
Introduction

On the Home Page as well as all other pages, on the right side is a box for New Products and Services. Here we will put all newly approved products and services. Each of these items will be clickable so customers can see the complete description and all other information about the new product or service. Exhibit 32

Test-drive New Products

Section VI, G1
Network/Single User Services

Any customer can request to test-drive a new product. Often we will have it installed in the Customer Service Center or will be able to install it for the customer in a reasonable period of time. **Exhibit 13.**

Software Planning/Licensing

Section VI, 3rd Paragraph



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Introduction

MicroAge of Sacramento is committed to providing accurate and timely information, enabling our clients to make informed decisions concerning their software licensing and planning needs. Consistently number one with licensing to the State of California, we primarily focus on offerings from: Microsoft, Novell, Core1 and Visio. Detailed and summary reports of your organization's license purchase history assist with budgeting, forecasting, compliance and costs savings.

Licensing updates concerning major publishers are electronically distributed on a monthly basis. These informative updates, concerning contract changes, products use rights, promotions, technologies upgrades, etc. will also be available on the web-site.

Customer Success Stories

Section VI, 2nd Paragraph Introduction

Customers of this contract, including county and city governments, may achieve **significant successes in application areas, networking, training and support**. We will post those successes on these pages, just a click away on the Customer Service page. A description of the success, the departmental contact, and how MicroAge of Sacramento was used in the development will be included. Exhibit 32.

Forum/Discussion

Section VE, B1 Customer Service Center

Accessed directly from the Home Page, and most others, is the State Store Forum. This Forum presently covers 13 topics, including the major hardware and software components, and MicroAge-of Sacramento. These boards will be monitored full-time between the hours of 8-5 on normal government workdays. At a minimum a Technical Consultant along with Network Engineers and Service Technicians will be available to answer these postings within a two-hour time frame, or sooner. We expect this board to be very popular and used extensively. We are primarily interested in the feedback we receive on the **MicroAge of Sacramento** board, as it is open to customer comments. Other subject areas may be added at the State's discretion. Exhibit 26.

Manufacturers Links

New Service



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Most of the major manufacturers contained in our catalog have web sites that include software and technical information. Also in many cases they offer a forum or discussion board. We are including these Manufacturer Links as a button on the Home Page. Exhibit 30.

Agency Specific Catalog

Section VI, K1, 2 On-Line Ordering

A requirement of DGS 9014 and a major feature of MicroAge of Sacramento website and Catalog is the Agency Specific Catalog. We are able, upon request, to establish a customized catalog for any department or agency. With this feature, any department may exercise their standards in hardware or software. They may select certain manufacturers, or delete them. They may establish their own hardware and software bundles. Any order totals (history) may also be defined to be displayed. Each agency, be it a State of California department, a city, county, or school district, can have their own Home Page and their own customized catalog.

At the Home Page, clicking on Agency Specific Catalogs takes the customer to a list of Agencies who have a customized catalog. Select your catalog and your own home page appears. The name and contact information of the primary contact for your customized catalog is also shown here. Exhibit 31.

This is a very powerful feature of our website and will be widely used in the future. One of the elements of our Implementation Plan is to pilot a department with an Agency Specific Catalog. We plan to select a department (state, county, city, school district) who desires to implement hardware and software acquisition standards. We will register all the users in that department who will be using the catalog, determine the site administrator, establish the work flow (approval process), which may include fiscal, management, technical, etc., determine suppliers to be included (or excluded), establish bundles and templates, implement totals for history, and implement on-line ordering.

This will become the catalog we can present in our seminars and demonstrations throughout the state.

Seminars

Section VI, 2nd Paragraph Introduction



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On the right side of the Home Page is the News and Events area. If a customer wishes to see what events are currently being offered by MicroAge of Sacramento, or by affiliated manufacturers or subcontractors, they should click here. Exhibit 32.

News & Events

**Section VI, 2nd Paragraph
Introduction**

Any news or events of common interest will be posted in the News & Events area. Clicking on any of the headlines will cause a narrative to come up which will provide additional information. Exhibit 32.

On-site Personnel Request

**Section VI, Cl, 4b
Free Technical Consultation**

From the Customer Services Page any user may request an on-site visit by MicroAge of Sacramento Technicians or Management. The form that appears will be populated if you have registered. Just complete and hit submit. Exhibit 10.

Add Product Request

new service

From the Customer Services Page any user may request a product or products to be added to the catalog. These requests will be evaluated by MicroAge of Sacramento and presented to the States Contract Administrator for evaluation. Select Additional Manufacturer Request, complete the populated form and click Submit. Exhibit 11.

Hard-copy Catalog Request

**Section VI, Kla, 1-4
Hard Copy & CD Catalogs**

From the Customer Services Page any user may request a hard copy catalog or CD. Select the Hard-Copy Catalog Request, complete the populated form, and Submit. Exhibit 12.

Product Evaluation Request

**Section VI, G1
Network/Single User Services**

From the Customer Services Menu any user may request to perform a product evaluation. This consists of hardware and/or software to be installed at the customer site for 30-60 day evaluation. These requests will be evaluated by MicroAge of Sacramento staff or Management. A budget exists, as well as vendor allocations, for this equipment. MicroAge of Sacramento provides insurance for this equipment. Every attempt will be made to accommodate these requests. Exhibit 13.



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Network Planning Questionnaire

**Section VI, C4a-e
Network Design & Installation**

This document is to be filled out by a knowledgeable representative of the customer in conjunction with a MicroAge of Sacramento Network System Engineer. The MicroAge of Sacramento Network System Engineer, System Engineers, Sr./Advanced System Engineer, or Consulting System Engineer will analyze the data gathered by this document. It will be reviewed in the context of establishing a design, scope of work, and implementation plan for a project. This document will also be available on the web site under Technical Center and Network Service.

Network Planning Guide

**Section VI, C4c-d
Network Design & Installation**

This document is included in Section Four Response. It is intended to guide customers through the decision process when planning a network. It will be reviewed in the context of establishing a design, scope of work; and implementation plan for a project. This document will also be available on the web site under Technical Center and Network Service.

Workstation Planning Guide

**Section VI, G1
Network/Single User Services**

This document is included in Section Four Response. It is intended to guide the customer through the decision process when planning to select and deploy workstations in a networked environment. It will be reviewed in the context of establishing a design, scope of work, and implementation plan for a project. This document will also be available on the web site under Technical Center and Network Service.

Methodology Overview (Method)

**Section VI, K4
On-Site Engineering Services**

MicroAge Sacramento provides clients with technology-based solutions to business process challenges. MicroAge Sacramento's undertakings employ a variety of technologies to create solutions that support and enhance client business processes. The business issues that demand these solutions are often complex, spanning multiple people, departments, processes, technologies, disciplines, and geographies. Unmanaged complexity can lead to projects with lost focus, missed goals, cost overruns, and disarray.

To manage complexity, **MicroAge Sacramento** has defined processes, created a consulting and implementation structure, and developed support tools. These processes, structures and tools comprise **MicroAge Sacramento's Method[™]**.

Method" assures Information Technology solutions are delivered with quality and consistency. Quality is the condition of being distinguished from others, of a higher rank or **position**, optimum. Consistency is defined as steadfast adherence to a body of methods, rules and postulates employed by a discipline, a particular set of procedures, in a specified field.

MicroAge Sacramento's Method" is true to both definitions. It brings quality to IT solutions via the structured rules, processes, and tools described in this document. The structured approach assures an optimized solution that addresses the client business need and ultimately enhances the client organization's business process through the application of Information Technology Solutions.

Method" provides the **MicroAge Sacramento** IT consulting team with a system of rules, principles, procedures and practices that are applied to Information Technology solutions. It provides a logical process to deal with the complexities of business technology solutions.

This document will also be available on the web site under Technical Center and Network Service.

Summary

This system will allow many great features that have not been available previously. Each of these features, and their benefits, are discussed separately.

- Bundle Ordering
- Expanded Descriptions and Technical Data
- Agency Specific Catalogs
- Product Comparisons
- Order Technical Review
- Special Pricing Requests
- Template Preparation (for oft-ordered products)
- Form 65 Preparation
- On-line Bundle Establishment



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- Multiple Ship to/Bill to Information, Special Instructions
- User preferences, establish work flow
- On-line ordering (when approved)
- HumanClick on-line help
- and more.....

Each of these service offerings, whether offered from the Customer Service Center or via the on-line catalog and website, is offered to enhance our customer support platform. We desire to be the "go to" vendor in the Sacramento area. Our extensive customer services and support can make that happen.

We also plan to monitor our feedback mechanisms closely to determine if any sector of services and support may be lacking. If so, we certainly will take immediate steps to implement a satisfactory solution for our customers and prospects.

Customer Support/Services

Section VI, Part Three, A3, 1

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Type of Service Desired	Customer Service Center	Telephone	e-mail	Web Site	RFP Reference	New Service
Consultation (general)	best	best	best	aood	Section VI,C1,4a	
Equipment Installation	good	good	good	best	Section VI,C1,2a	
Equipment Operation	best	best	good		Section VI,C1,2a	
Consultation (network)	best	best	best	good	Section VI,C1,6d	
Network Design	best		good	good	Section VI,D1,7	
Invoicing Information	best	good	good	good	Section VI,C1,2a	
Delivery Follow-up	best	good	good	good	Section VI,C1,2a	
Enhanced Search Engine				best		New
HumanClick Help				best		New
Product & Services Pricing	eood	eood	eood	best	Section VI,F1,1b	
Special Pricing Request	good	good	good	best		New
Price Quote Tracking:				best		New
Order Technical Review	aood	aood	good	best		New
Form 65 Preparation (or P.O.)				best	Section VI,F1,3	New
Order Tracking/Status	good	good	good	best	Section VI,F1,1b	
Order Bundles	good	good	good	best		New
User Templates				best		New
Product Comparisons	good	good	good	best	Section VI,G1	New
Product Inventory /Constrained	eood	good	eood	best	Section VI,F1,1b	
Expanded Product Descriptions				best	Section VI,F1,1b	New
Return Information	best	best	best	best	Section VI,A3,1	
Warranty Information	best	best	best	best	Section VI,H1	
New Product Information	best	best	best	best	Section VI,intro	
Test-drive new products)	best				Section VI,intro	
Customer Success Stories	eood	eood	eood	best	Section VI,intro	
State Store Forum				best	Section VI,C1,2m	New
Manufacturers Forums/Links				best		New
Agency Specific Catalog	best	good	good	good	Section VI,K1,2	New
Bundles-Customer Created				best		New
Training/Seminars	good	good	good	best	Section VI,G1	
News/Events	good	good	good	best	Section VI,G1	
Feedback/Complaints	best	good	good	good	Section VI,F1,7	
On-site Personnel Request	best	best	best	best	Section VI,C1,4b	New
Add Product(s) Request	good	good	good	best		New
Hard-copy Catalog Request	good	good	good	best	Section VI,G1	
Evaluation Equipment Request	best	good	aood	best	Section VI,G1	
Network Planning Guide	good	good	good	best	section VI,G1	
Network Planning Questionnaire	good	good	good	best		New
Workstation Planning Guide	good	good	good	best		
Project Methodology	eood	eood	eood	best		New
Preferred and most prompt methods show with "best".						



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PART THREE - Response

B3. Supplier Organization and Staffing.

Section VI B3

Supplier Organization/Staffing

MicroAge of Sacramento understands the requirements and is prepared to meet the challenges put forth with a staff and management of local people, most from within our own organization. The staff proposed consists of successful people who have contributed to the success of MicroAge of Sacramento and people who have demonstrated experience in successfully supporting state and local government customers and are eager to promote its success. Further, with the change to a "virtual computer store" in this RFP, a creative and comprehensive marketing program has been developed and implemented.

We are proposing one organization structure based on our assumption that three vendors will be selected under this contract, but mindful that DGS may award to only one or two vendors. If the latter happens, we are prepared to augment our staff in all areas to ensure the increase in requirements will be properly supported.

Further, during peak activity seasons, we are prepared to augment our staff assigned to State Store operations to ensure our responsiveness and promote customer satisfaction. As all our staff is local we are able to monitor the activity level closely to determine when additional resources are needed, and assign those resources immediately.

Proposed Organizational Structure – Customer Service Center

MicroAge of Sacramento is proposing an organizational structure to accomplish the following objectives:

- a. Build new and enhance existing business relationships.
- b. Create and execute an aggressive marketing program.
- c. Enhance our ability to sell, support, and service a very large customer base.
- d. Provide unsurpassed pre and post sale support, including state of the art products to ensure this top-quality support.
- e. Gain a reputation for high-quality products and great product selection.



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- f. Offer fast and friendly service, be customer oriented.
- g. Offer an expandable organization, based on a solid infrastructure, to be responsive to near-future requirements of DGS, the State of California, and other governmental agencies.

We believe these objectives will lead us to the establishing and maintaining of good business relationships.

Our proposed organization is divided into four different elements as shown on the organization chart (Exhibit 0). Each of these personnel will be required to attend the seminar offered on this contract and they will be provided with the booklet covering contract objectives. In addition, they are all fully trained on Axapta, Altigen, E-mail, the proposed website and Product and Services Catalog, and new technology.

Business Functions

Those involved in normal business activities required in keeping the business operating on a day-to-day basis. These personnel will also be involved in supporting this contract as a normal part of their duties and responsibilities. These staff members are involved in shipping, receiving, accounting, payroll, purchasing, etc.

Support For State Store Contract

These members of the staff are involved in not only state store contract support, but other on-going business matters such as: CMAS, Marketing, Management, Professional Services, Services Coordination, Software Licensing, Receptionist, and Account Management.

The following personnel are assigned to support the State Store Contract in addition to other organizational duties:

Director of Professional Services Qty. 1

**Section VI, D1
Staffing**

This person will direct the activities of all services personnel, the Service Coordinator, and be the primary interface to the Network and Web Services Sub-Contractors. In addition, this person will:



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- ✍ Execute and maintain the agreements with sub-contractors providing services under this contract.
- ✍ Ensure all requirements are being met and customer satisfaction is attained.
- Ensure all work is being performed to high standards.
- Ensure all service resources are promptly and efficiently dispatched to customer sites.
- Develop and execute an on-going program for certification upgrades and networking courses.

This person will report directly to the President of MicroAge of Sacramento and will work closely with the State Store General Manager and the Director of Contract Compliance and Business Development.

Network System Engineers (NSE's) will be available throughout the state. We plan to staff this group with our existing System Engineers in addition to our services partners, LogiSolve, Inc., Networld Solutions, and Ingram's National Service Network (NSN). We believe this organizational structure will meet our common objectives in the most expeditious manner.

Service Coordinator

Qty. 1

Section VI, D1, 1c
Staffing

This position represents the single point of contact for customers wanting Warranty and or Maintenance Services. All service personnel are dispatched and monitored by this person. The customer calls the 800 number and supplies the necessary information to the Service Coordinator. An engineer with the correct skill set then calls the customer back, further defining the problem, and an appointment is established. The customer must sign-off that problem correction has happened.

Account Managers

Qty. 4

Section VI, D1, 1c
Staffing

Each Account Manager is assigned several State or Local Government departments or agencies. They spend most of their time in their assigned accounts. They



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participate in customer planning and have an understanding of the customer needs and departmental objectives. They have a high knowledge level about the Product and Services Catalog and it's use. They are the primary contact to the customer regarding Planning and Strategic issues.

Director of Marketing

Qty. 1

Section VI, D3
Marketing Plan

This position is responsible of general marketing activities in the business and for the execution of the Marketing Plan for the new **State Store**. This will include all kickoffs, specific visits, and establishing a presence in both northern and southern California. All marketing materials for this contract and for the approved marketing plan will be designed and ordered by this person. Monitoring the plan for effectiveness and suggesting any changes to management will also be a responsibility.

Director of Software Licensing

Qty. 1

Section VI, D1
Staffing

MicroAge of Sacramento has long been a leader in software licensing in the Sacramento area. We expect this to continue and as our customer base grows, licensing will also grow. This position will assume responsibility for all licensing products, both State Store and CMAS, and will be able to respond to all questions regarding licensed products and procedures. Further, this person will assist all customers in software planning.

Web Developer

Qty. 2

Section VI, D1, 1c
Staffing

Primary assignment for these positions will be keeping up to date both the **MicroAge of Sacramento website** and the State Store Web Pages. Contact lists, news, seminars, success stories, training and certifications, etc. are duties of this person.

Customers with specific questions regarding **website** development can benefit through our "no fee" consulting services using this person.

Further, these positions offer "stand-by" support for state store workload increases.



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Subcontractors for State Store Contract

These are our partners we have chosen to directly support the state store contract. They give us the ability to offer all the services and support on a statewide basis that will include all government entities. This includes network consulting, network and web services and warranty service.

LogiSolve, Inc.

Statewide

**Section VI, D1, 7
Staffing**

LogiSolve, Inc., formerly Paladin Enterprises, is a subcontractor to MicroAge of Sacramento. They will provide Network and Web Services throughout Northern and Central California. These personnel are certified with most networking products and software (operating systems). In addition, they will:

- Perform system and workstation detailed design; configuration, and recommended product list based on the customer prepared Workstation Planning Guide.
- Perform network detailed design; configuration and recommended product list based on the customer prepared Network Planning Questionnaire and Network Planning Guide.
- Aid customers with the Network Planning Questionnaire, Network Planning Guide, and the Workstation Planning Guide.
- Other duties are contained in the Part Four response.

The MicroAge of Sacramento Service Coordinator located in Sacramento will dispatch the services of this organization.

Network Solutions

Statewide

**Section VI, D1, 7
Staffing**

Network Solutions is a subcontractor to MicroAge of Sacramento. They will provide Network and Web Services throughout Central and Southern California. These personnel are certified with most networking products and software (operating systems). In addition, they will:

- Perform system and workstation detailed design; configuration, and recommended product list based on the customer prepared Workstation Planning Guide.



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- Perform network detailed design; configuration and recommended product list based on the customer prepared Network Planning Questionnaire and Network Planning Guide.
- Aid customers with the Network Planning Questionnaire, Network Planning Guide, and the Workstation Planning Guide.
- Other duties are contained in the Part Four response.

The MicroAge of Sacramento Service Coordinator located in Sacramento will dispatch the services of this organization.

Ingram NSN

Statewide

**Section VI, D1, 7
Staffing**

Ingram Micro's National Service Network (NSN) is a national network of more than 300 service-led technology resellers working together to provide service and support for regional and national end-user customers. Ingram Micro's NSN is comprised of more than 3,000 certified technology service professionals in more than 300 locations nationwide, with over 30 throughout the State of California. NSN service providers must maintain certifications from Compaq Computer, Hewlett-Packard, Toshiba, and IBM, in addition to having authorizations from at least two or more manufacturers such as 3Com, Cisco, Microsoft, Nortel and Novell Networks.

To access an NSN service provider, MicroAge of Sacramento calls the NSN Call Management Center — accessible 24 hours a day, seven days a week — to arrange service for its various customer locations. The center dispatches the closest member with the appropriate response time and technical capabilities.

- Perform system and workstation detailed design; configuration, and recommended product list based on the customer prepared Workstation Planning Guide.
- Perform network detailed design; configuration and recommended product list based-on the customer prepared Network Planning Questionnaire and Network Planning Guide.
- Aid customers with the Network Planning Questionnaire, Network Planning Guide, and the Workstation Planning Guide.



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Other duties are contained in the Part Four response.

In January 1999, NSN instituted an Internet-enabled call management system allowing resellers to look up NSN members, dispatch service calls and track the status of a call electronically.

We have mapped the certifications for this organization across the State of California. See Exhibit 14.

The MicroAge of Sacramento Service Coordinator located in Sacramento will dispatch the services of this organization.

Primary State Store Staff (Start Up and On-Going)

Those on our own staff assigned to this contract that are solely involved with the service and support requirements of this contract. This group can be easily expanded to cover additional requirements due to new customers or increased sales or support needs, or increased activity during peak periods. These people are assigned as Customer Service Representatives, Technical Consultants, Catalog Coordinator, Contract Compliance and Business Development Director, System Engineers, and the Network System Engineers. The General Manager is also included in this group.

General Manager

Qty. 1

**Section V D15 a-c
Staffing**

Primary duties of this position will be the daily management and operation of the store and as the interface with the State Contract Manager. Managing programs from the state or vendors, ensuring monthly reporting is done in an accurate and timely manner, managing the contract, and resolving complaints and ensuring customer satisfaction. The General Manager will meet in Sacramento with the State Contract Manager at least once a month, or as needed, at no additional cost to the State. Other duties will be:

- Developing the ability for governmental entities to electronically transmit standardized business documents.
- Establishing and maintaining relationships with new and existing customers and prospects.
- Monitoring the execution of the approved marketing plan.
- Developing ad hoc reports as needed by the state and due dates for information.

- ⌘ Developing the exact information needed and the format for providing the reporting from the telephone tracking system.
- ⌘ Designing and implementing the Customer Satisfaction Form to be used with the Electronic Catalog and Order Status System.
- ⌘ Coordinating with the State Contract Manager regarding staffing requirements and proposing potential staff members for consideration.
- ⌘ Monitoring activity levels to determine if additional resources are needed to maintain responsiveness.
- ⌘ Monitoring feedback received from all sources and preparing summary information for the State Contract manager.
- ⌘ Proposing new hardware, software and service products to the State Contract Manager on a monthly basis.
- ⌘ Ensuring all facets of Contract Compliance.

Customer Service Representatives Qty. 6

**Section VI, Cl, 2a & 3
Operation & Staffing**

The persons assigned in these positions are located here in Sacramento and are experienced in supporting State and Local Government agencies in California. They will act as the primary interface to their assigned customers. They will respond in a timely manner to phone calls and e-mails from customers desiring information regarding order status, invoices, pricing, delivery, and a variety of other customer support issues. In addition they will:

- Review all orders for accuracy and completeness.
- Gather and summarize customer feedback submitted from all sources.
- Become very proficient with the State Store **website** and Product and Services Catalog.
- Perform follow-up calls to customers where service has been performed to gather data regarding satisfaction.
- Enter customer orders in a timely manner.
- Provide resolution to customer problems.
- Route customer calls to appropriate technical personnel when required.
- Conduct their duties and responsibilities in a professional manner.
- Keep the General Manager informed regarding any issues with customer dissatisfaction or non-responsive personnel,

Technical Consultants

Qty. 7

Section VI, Cl, 2a



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Section VI, D1, 6a-e
Operation & Staffing

All personnel assigned in this group are located here in Sacramento and are experienced in supporting State and Local Government agencies in California. Further, they are experienced with network and system configuration. They have attended classes on products and networking, and have a continuing education program to stay current in this industry. Their **primary** duties will be exercised on the customer site where they will offer "no fee" consultation on a variety of hardware, software and networking issues. Other duties will include:

- Monitoring the State Store Forum discussion board and responding to questions and problems.
- Responding to phone calls and e-mails from customers regarding configuration, installation, networking services, and operational issues.
- Installing software when hardware is delivered and installed.
- Specify the best solutions to customers computing needs.
- Provide to the customer ordering information, part numbers, descriptions, and pricing for hardware recommended.
- Call and travel to customer sites on a regular basis.
- Become very proficient in use of the State Store **website** and the Product and Services Catalog.
- Respond remotely to calls and e-mail using cellular and wireless technologies provided.
- Providing product comparisons and product evaluation based on customer requests.

Network System Engineers

Qty. 6

Section VI, D1, 7
Staffing

These personnel are certified with most networking products and software (operating systems), which includes all the network operating systems offered under this contract. They will offer back up for the Technical Consultants in providing resolution to customer questions and problems. Primarily they will be located on the customer site, but will also spend time at the customer Service Center to ensure availability and expertise to satisfactorily monitor the State Store Forum, customer calls, and e-mail issues. In addition, they will:

- Perform workstation detailed design; configuration, and



RFP DGS 9014

recommended product list based on the customer prepared Workstation Planning Guide.

- Perform network detailed design; configuration and recommended product list based on the customer prepared Network Planning Questionnaire and Network Planning Guide.
- Aid customers with the Network Planning Questionnaire, Network Planning Guide, and the Workstation Planning Guide.
- Other duties are contained in the Part Four response.

Contract Compliance/Business Development Director

Qty. 1

new position

MicroAge of Sacramento has established this new position specifically for this contract. This person will also serve as back up for the General Manager in his absence. Primary duties for this person will be to ensure all facets of contract compliance and spearhead the effort to develop new business under this contract. The person we are proposing for this position is experienced with RFP DGS 4023 in addition to all the necessary duties and responsibilities to support RFP DGS 9014.

**Section V, Cl, 2d
Operation**

As contract compliance is a major responsibility, this will be the "Named" person for customers to call when complete satisfaction has not been attained. This person will have direct access to the President of MicroAge of Sacramento and the General Manager of the State Store. All reporting required by the contract as well as changes requested by the Department of General Services will be implemented and monitored by this position.

Further, this person will ensure all assigned personnel have the correct skill set and certifications, and that the program to maintain those certifications is met.

This Director position will work closely with the Director of Marketing and the General Manager in the on-going execution of the approved Marketing Plan developed for this contract.

Catalog Coordinator

Qty. 1

**Section VI, D1, 1c
Staffing**



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This person, who reports to the Director of Contract Compliance, will take responsibility for all facets of the Product and Service Catalog. Monthly additions and deletions, pricing, new manufacturers, in-use requirements, etc. will all be handled by this position. In addition, printing and mailing of the hard-copy catalog or burning of the CD's on a regular basis will be the responsibility of this position.

This person will also handle updates and modifications to the entire State Store web pages. This may include approved new products, news and events, training schedules, contact list updates, personnel changes, adding links, success stories, testimonials, etc. All reporting requirements to the State Contract Administrator, including any ad hoc reporting will be facilitated by this person.

Expanded State Store Staffing

Qty. 7

**Section VI, A3, 1
Customer Service Center
Section VI, B3
Organization & Staffing**

All MicroAge of Sacramento employees have now been trained on the new ERP system (AXAPTA). This is the system used for order entry, purchasing, and all other administrative functions.

See Exhibit 00

As the business fluctuates, with either seasonal or new business, or for other reasons, we are prepared to move any or all of these seven employees to a primary State Store assignment. Five will be assigned as CSR's and perform those functions, and two will be assigned as Technical Support and be used to support customers with issues that fall into their experience and specialty areas. All of these people will also be trained on HumanClick, the website, the catalog, and the forum. They will be able to provide price quotes and verify configurations.

Further, they will be used to fill any open positions on a temporary basis, fill in for personnel who are in training, on vacation or otherwise unavailable.

Also, any of the three System Engineers can be assigned to areas where they can be most useful.

All personnel assigned as Technical Consultants or as Network System Engineers will meet all the requirements for those positions as detailed in RFP DGS 9014.

MicroAge of Sacramento has been serving the State of California and many other



RFP DGS 9014

governmental organizations for twenty years. As discussed in our infrastructure improvements document, we have added significantly to our organization over the past six months. The organization as shown in Exhibit 0 exists, those people shown are presently employed by MicroAge of Sacramento and live in the Sacramento area. They are fully trained and perform daily tasks much the same as those required by this contract. They work with customers, they configure systems, they review and enter orders for equipment and services, and they build relationships. So, our structure exists, our staff exists, our experience exists, our website and catalog exists, our relationships exist, all here in California. We are well prepared to take on this contract.

We understand the need to process dozens of orders daily and we presently operate in that mode. We know the value of being on the customers' site, aiding in their planning and budgeting. We presently support a number of government contracts and are compliant in the reporting and maintenance requirements.

Our existing structure lends itself well to the structure we will have upon contract startup. The CSR's and Technical Consultants will report directly to the General Manager. The Director of Contract Compliance and Business Development will report directly to the President of MicroAge of Sacramento, as does the General Manager. The Catalog Coordinator reports to the Director of Contract Compliance. The six NSE's report to the Director of Professional Services who will make assignments as received from the General Manager. This is much the way our organization functions presently in our CMAS and other contract activities.

As the Customer Service Center and the State Store Website and Catalog are dedicated efforts for this contract, there are many tasks to be accomplished prior to opening the new State Store. We have included these elements in our Implementation Plan, which is Exhibit 40.

Start up Staffing

Section VI, A3, 1 Customer Service Center

Upon opening, we plan to staff for this contract as we propose in Exhibit 0. We will fill any open positions that may remain as we expect the availability of quality people to be greater once the winners of this contract are announced.

We feel that the staff assigned as primary to the State Store will represent some overstaffing at the time of launch. However, having the entire group working together will prove advantageous as the workload increases.



RFP DGS 9014

At launch, we plan to have the Technical Consultants both on customer sites and at the Customer Service Center. Those located in the Center will be assigned to Customer Service functions; the forum, telephone calls, e-mail responses, order configuration and verification, HumanClick and other miscellaneous functions. These numbers can be altered quickly once trends become established. The Network System Engineers, System Engineers, and others who are assigned to support of this contract will provide the necessary back up.

The six CSR's will be permanently located at the Customer Service Center. They will be primarily engaged in customer service and order processing functions. These are experienced and fully trained personnel, most who have been performing these functions for a long time.

The six Network System Engineers will also share Customer Service Center duties. We would expect one of these NSE's to be at the Center at all times, while the others are at customer sites.

We plan to monitor these assignments closely to ensure both the Customer Service Center and the customer sites are receiving service at a high-quality level. Any changes required due to an increase in the business or increasing on-site requirements can be made immediately.

All of the personnel assigned to the State Store operation have been named and are aware of these potential new assignments. Each will be fully trained in not only their own duties and responsibilities, but on those duties of others. All will be fully trained on all infrastructure components.

Plan For Business Fluctuations

Section VI, A3, 1 Customer Service Center

We have considered this issue and determined that business fluctuations can occur in several areas. Each area will require a somewhat different management response to ensure the business operates smoothly and complete customer satisfaction is achieved. Diligent monitoring and tracking of the staffing groups will be done to determine which of the following possibilities may be occurring: See Exhibit 00

An increase in orders with the resulting increase in order entry resource requirements, and an increase in order status queries.

RFP DGS 9014

These are primarily CSR functions. In addition to the six CSR' proposed, we have named five additional persons on our staff as stand-by State Store staff to fill in if the workload increase is in this area. All five are trained and qualified to perform all the duties of a CSR. We can add as many of these five people as needed to maintain a high level of customer service and meet all requirements of this contract.

An Increase in Requests for Customer Services (Special Pricing, Account Visits, Catalog Help, Traffic on Website, Agency Specific Catalogs, etc.)

These are duties of either CSR's or Technical Consultants. In addition to the thirteen staff members proposed in these positions, we have named seven standby persons to fill in when the workload increases in this area. Five of these are qualified CSR's and two are Technical Support. The latter are trained and experienced in Web Development. They can offer high quality support for customers needing support in these areas. We will also, on a temporary basis, bring those Technical Consultants and System Engineers who are on customer sites back into the office during the workload peak.

An increase in Customer Service Center Requirements (Phone, e-mail, forum, pricing order and configuration verification)

This represents a general workload increase, such as that which happens near the end of the fiscal year. These are duties of either or both CSR's and Technical Consultants. In addition to the thirteen staff members proposed in these positions, we have named seven standby persons to fill in when the workload increases in this area. Five of these are qualified CSR's and two are Technical Support. The latter are trained and experienced in Web Development. They can offer high quality support for customers needing support in these areas. We will also, on a temporary basis, bring those Technical Consultants and System Engineers who are on customer sites back into the office during the workload peak.

An increase in consulting and planning activities with customers, requiring on-site presence.

These are primarily duties of the Technical Consultants. Our first response to this workload increase would be to add to the Technical Consultants and/or System Engineers in the field by moving one or all of those assigned to the Customer Service Center into the customer sites. Further, we would move the two stand-by Technical Support persons to the Customer Service Center, and possibly one or